



WINNING SALES FOUNDATION™

Establishing a Comprehensive Framework for Sales Success

Winning Sales Foundation™ is an end-to-end solution that provides sales leadership, including CEOs and Sales VPs, with a complete sales infrastructure tailored to their specific business challenges and needs.

Broken into five phases, SRi's comprehensive Winning Sales Foundation™ solution combines our most effective offerings into one complete package:

- + Executive Sales Discovery
- + Paint-the-Picture® Playbook
- + Winning Sales Process™
- + Sales Operations
- + Sales Leadership Playbook

Designed specifically for executives who are scaling an existing sales team, building a new sales team, or launching a new sales initiative, Winning Sales Foundation™ delivers a thorough and detailed plan for sales success with expert advisory and guidance at every step.

Throughout an engagement, SRi will implement all of the processes, models, methods, tools and tactics needed for sustainable growth, and stay hands-on to ensure the investment lays a solid sales groundwork that lasts for years to come.

CORE COMPONENTS OF A Winning Sales Foundation™

- + **STRATEGY:** An effective approach to reaching revenue goals, including budgets, sales coverage models, & rules of engagement.
- + **TACTICS:** Best-in-class models, key activities, processes, & steps needed to support strategy.
- + **PROCESS:** A tailored sales process that meets the needs of your prospect & allows you to reach your revenue goals.
- + **TOOLS:** The means that enable your sales team to consistently win, such as **customized training, tools, & templates.**
- + **EXECUTION:** SRi will work side-by-side with you to provide advisory and ensure all deliverables aid in sustainable growth long beyond the engagement.



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PHASE ONE Executive Sales Discovery



We Ask the Tough Questions

Any consultant can ask questions; SRI digs deeper. We use the discovery process to extract the core issues and challenges occurring within your sales organization.

The entire Winning Sales Foundation™ solution will be based on the findings uncovered during this in-depth discovery process; we tailor our solutions specifically to every individual organization and its unique needs.

The final deliverable is a comprehensive Executive Sales Discovery report based on interviews with key players and extensive research into both your current sales structure and future goals.

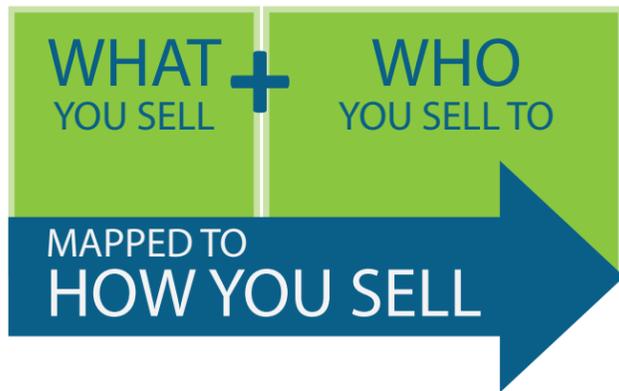
Final Discovery
INCLUDES

+ Examination of corporate sales alignment	+ Identification of hidden revenue blockers
+ Interviews within organization & with key clients	+ GAP analysis & identification of sales foundation
+ Individual reviews & assessments	+ Characteristics of sales excellence
+ SWOT analyses	+ Competitive analysis
+ Top 10 lists	+ Detailed roadmap to success & goals

PHASE TWO Paint-the-Picture® Playbook



Unify Your Sales Process, Strategy & Messaging



Staying disciplined and on-message is essential for sales success. Doing so ensures that the sales team is on the same page throughout the sales process, approaches prospects at the right time in their buying cycle, and most importantly, motivates prospects to buy.

A Paint-the-Picture® playbook is more than a training manual; it is a powerful instrument that unifies sales strategy, messaging, and process. Our playbooks are highly-customized and contain sales tools expertly mapped to your sales process.

Combined with an SRI-led intensive training program, our playbooks guarantee a well-enabled sales team equipped with the tools they need to succeed, as well as improved ramp-up speeds for your new hires.

Paint-the-Picture® Playbook What's Included

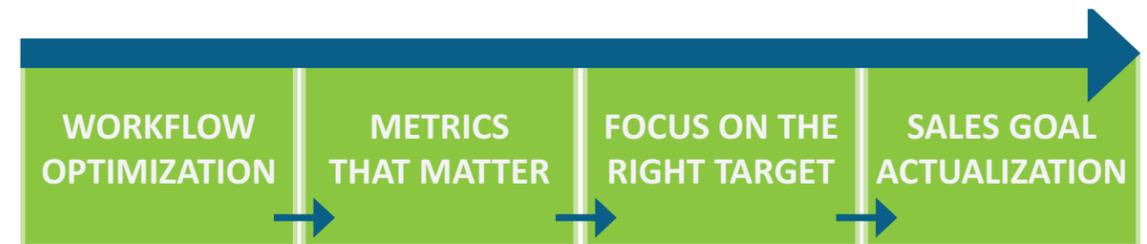
- + In-depth discovery with key individuals
- + 3-4 collaborative fact-finding workshops for playbook & sales tool development
- + Customized set of 15-20 sales tools & templates
- + Full playbook in print & electronic formats
- + Intensive 2-day onsite training of playbook & sales tools
- + All training materials: quizzes, slide deck & training scenarios
- + Quick-reference "cheat sheet"
- + Ongoing support throughout Paint-the-Picture® playbook development

PHASE THREE Winning Sales Process™



Sell Smarter With a Scalable Sales Process

Nothing runs like a well-oiled machine and a sales process is no different. All successful sales organizations are dependent on a scalable sales process closely followed by the sales team.



Our Winning Sales Process™ solution is a customized, detailed workflow designed to guide your sales people through every step of your unique sales cycle and mapped to your CRM system.

With the improved focus and direction that comes from an effective sales process, your team will reduce the sales cycle, increase their flexibility in reacting to new opportunities, and begin to consistently reach your revenue goals.

WHAT'S INCLUDED

- | | |
|---|--|
| + Discovery with key individuals | key activity metrics, entry/exit criteria & KPIs |
| + 2-3 collaborative fact-finding workshops | + Recommendations for CRM mapping & implementation |
| + Visual step-by-step work-flow diagram with clearly-defined steps, roles, responsibilities milestones, | + Onsite training seminar & all training materials |

PHASE FOUR

Sales Operations



Streamline Your Sales Efforts

Every decision made by business leadership has a major impact on an entire organization, especially the bottom line.

The Sales Operations Team should act as the eyes and ears for sales leadership, and the best friend of any good Sales VP. Without sales operations, initiatives are launched into the dark, campaigns aren't properly tracked, reporting is futile, and the results can be costly and detrimental.

During a Winning Sales Foundation™ engagement, SRi will assist with sales operations, ensuring strategic execution of sales plans, accurate mapping of territories, transparent sales funnels, and more.

Sales Operations INCLUDES

- + Sales Operations discovery
- + CRM support & optimization
- + Lead generation recommendations
- + CRM reporting & metrics
- + Onboarding for new hires
- + Forecasting tools & techniques
- + Sales enablement & efficiency: tools, technology & training
- + Compensation plans
- + Territory plans & sales coverage
- + Goal-setting & planning

PHASE FIVE

Sales Leadership Playbook



Sales Leadership Playbook

What's Included

- + Individual assessment
- + Customized coaching action plan
- + Customized coaching sessions
- + Weekly or bi-weekly sessions
- + Slide deck prior to each session
- + Final playbook deliverable

Customized Coaching to Steer Your Team

Lack of leadership training and coaching is often why sales don't close and reps struggle to meet their numbers. Our coaching solution, called Sales Leadership Playbook, coaches executives and managers into strong sales leaders.

An initial assessment will uncover short-term and long-term fixes for improvement, and weekly or bi-weekly coaching sessions with an experienced sales coach will train you how to create a culture that facilitates sales success.

Expect to see improved pipeline efficiency, increased close ratios, and improved accountability from your team once they are provided the leadership they require.



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